

**Santa Cruz-Watsonville MSA**

Industry Employment & Labor Force  
March 2004 Benchmark

Data Not Adjusted for Seasonality

	Jan 04	Nov 04	Dec 04 Revised	Jan 05 Prelim.	Percent Change Month Year	
Civilian Labor Force (1)	140,100	142,800	141,000	140,600	-0.3%	0.4%
Civilian Employment	126,300	133,000	130,300	128,100	-1.7%	1.4%
Civilian Unemployment	13,800	9,800	10,700	12,500	16.8%	-9.4%
Civilian Unemployment Rate	9.8%	6.9%	7.6%	8.9%		
(CA Unemployment Rate)	6.9%	5.8%	5.7%	6.2%		
(U.S. Unemployment Rate)	6.3%	5.2%	5.1%	5.7%		
Total, All Industries (2)	93,400	101,900	98,700	96,100	-2.6%	2.9%
Total Farm	3,400	7,000	4,400	3,500	-20.5%	2.9%
Total Nonfarm	90,000	94,900	94,300	92,600	-1.8%	2.9%
Total Private	68,700	73,400	73,300	71,100	-3.0%	3.5%
Goods Producing	11,600	13,100	13,000	12,500	-3.8%	7.8%
Natural Resources, Mining and Construction	5,000	5,600	5,500	5,300	-3.6%	6.0%
Manufacturing	6,600	7,500	7,500	7,200	-4.0%	9.1%
Durable Goods	3,800	4,100	4,100	4,100	0.0%	7.9%
Computer and Electronic Product Manufacturing	1,700	1,800	1,800	1,900	5.6%	11.8%
Residual-Miscellaneous Manufacturing	2,100	2,300	2,300	2,200	-4.3%	4.8%
Nondurable Goods	2,800	3,400	3,400	3,100	-8.8%	10.7%
Food Man & Beverage & Tobacco	1,800	2,400	2,400	2,100	-12.5%	16.7%
Residual-Textile Mills	1,000	1,000	1,000	1,000	0.0%	0.0%
Service Providing	78,400	81,800	81,300	80,100	-1.5%	2.2%
Private Service Producing	57,100	60,300	60,300	58,600	-2.8%	2.6%
Trade, Transportation and Utilities	17,400	19,200	19,400	18,500	-4.6%	6.3%
Wholesale Trade	3,300	3,500	3,500	3,500	0.0%	6.1%
Retail Trade	12,700	14,300	14,500	13,700	-5.5%	7.9%
Food and Beverage Stores	3,300	3,500	3,500	3,500	0.0%	6.1%
General Merchandise Stores	1,500	1,800	1,900	1,500	-21.1%	0.0%
Residual-Miscellaneous Store Retailers	7,900	9,000	9,100	8,700	-4.4%	10.1%
Transportation, Warehousing and Utilities	1,400	1,400	1,400	1,300	-7.1%	-7.1%
Information	1,900	1,900	1,900	1,900	0.0%	0.0%
Financial Activities	3,500	3,700	3,700	3,500	-5.4%	0.0%
Finance and Insurance	2,100	2,400	2,400	2,300	-4.2%	9.5%
Real Estate and Rental and Leasing	1,400	1,300	1,300	1,200	-7.7%	-14.3%
Professional and Business Services	8,600	9,100	9,100	9,100	0.0%	5.8%
Educational and Health Services	11,800	11,500	11,600	11,400	-1.7%	-3.4%
Leisure and Hospitality	10,300	11,100	10,800	10,700	-0.9%	3.9%
Arts, Entertainment, and Recreation	1,600	1,900	1,700	1,800	5.9%	12.5%
Accommodation and Food Service	8,700	9,200	9,100	8,900	-2.2%	2.3%
Accommodation	1,300	1,400	1,400	1,300	-7.1%	0.0%
Food Services and Drinking Places	7,400	7,800	7,700	7,600	-1.3%	2.7%
Other Services	3,600	3,800	3,800	3,500	-7.9%	-2.8%
Government	21,300	21,500	21,000	21,500	2.4%	0.9%
Federal Government	600	500	500	500	0.0%	-16.7%
State and Local Government	20,700	21,000	20,500	21,000	2.4%	1.4%
State Government	7,800	7,800	7,400	7,500	1.4%	-3.8%
State Government Education	7,200	7,200	6,800	6,900	1.5%	-4.2%
Other State Government	600	600	600	600	0.0%	0.0%
Local Government	12,900	13,200	13,100	13,500	3.1%	4.7%

Note 1: Civilian labor force data are by place of residence; include self-employed individuals, unpaid family workers, household domestic workers, & workers on strike.

Note 2: Industry employment is by place of work; excludes self-employed individuals, unpaid family workers, household domestic workers, & workers on strike.

These data are produced by the Labor Market Information Division of the California State Employment Development Department (EDD). Questions should be directed to:

Updated on - 03/04/2005  
Employment Development Department  
Labor Market Information Division  
(916) 262-2162

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Eric Alexander-831/464-4370 or Bradley Kemp -213/744-2569

These data, as well as other labor market data, are available via the Internet  
at <http://www.labormarketinfo.edd.ca.gov>. If you need assistance, please call (916) 262-2162.

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